

**COUNTY OF SAN LUIS OBISPO BOARD OF SUPERVISORS
AGENDA ITEM TRANSMITTAL**

(1) DEPARTMENT Administrative Office	(2) MEETING DATE 2/28/2012	(3) CONTACT/PHONE Nikki J. Schmidt 805/781-5496	
(4) SUBJECT Request by the San Luis Obispo Business Improvement District (CBID) to approve the appointments of Maggie Juren and William Lee to the Los Osos/Morro Bay (unincorporated) Local Area Advisory Board.			
(5) RECOMMENDED ACTION It is recommended that your Board appoint Maggie Juren and William Lee to the Los Osos/Morro Bay (unincorporated) Local Area Advisory Board.			
(6) FUNDING SOURCE(S) N/A	(7) CURRENT YEAR FINANCIAL IMPACT \$0.00	(8) ANNUAL FINANCIAL IMPACT \$0.00	(9) BUDGETED? No
(10) AGENDA PLACEMENT <input checked="" type="checkbox"/> Consent <input type="checkbox"/> Presentation <input type="checkbox"/> Hearing (Time Est. _____) <input type="checkbox"/> Board Business (Time Est. _____)			
(11) EXECUTED DOCUMENTS <input type="checkbox"/> Resolutions <input type="checkbox"/> Contracts <input type="checkbox"/> Ordinances <input checked="" type="checkbox"/> N/A		(12) BUDGET ADJUSTMENT REQUIRED? BAR ID Number: N/A <input type="checkbox"/> 4/5th's Vote Required <input checked="" type="checkbox"/> N/A	
(13) OUTLINE AGREEMENT REQUISITION NUMBER (OAR) N/A		(14) W-9 <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes	
(15) LOCATION MAP N/A	(16) BUSINESS IMPACT STATEMENT? No	(17) AGENDA ITEM HISTORY <input checked="" type="checkbox"/> N/A Date _____	
(18) ADMINISTRATIVE OFFICE REVIEW 			
(19) SUPERVISOR DISTRICT(S) District 2 -			

County of San Luis Obispo



TO: Board of Supervisors

FROM: Nikki J. Schmidt, Administrative Office

DATE: 2/28/2012

SUBJECT: Request by the San Luis Obispo Business Improvement District (CBID) to approve the appointments of Maggie Juren and William Lee to the Los Osos/Morro Bay (unincorporated) Local Area Advisory Board.

RECOMMENDATION

It is recommended that your Board appoint Maggie Juren and William Lee to the Los Osos/Morro Bay (unincorporated) Local Area Advisory Board.

DISCUSSION

The ordinance establishing the San Luis Obispo County Tourism Business Improvement District (CBID) was originally approved by the Board in May 2009 and has been renewed annually since that time. The ordinance (Section 3.09.050) provides for an assessment on all lodging businesses (hotels, motels, bed and breakfasts, vacation rentals), existing and future, within the boundaries of the CBID based upon 2% of the paid rent charged by the operator per occupied room per night for all transient occupancies. Fifty percent (50%) of the assessment is to be used for marketing and promoting the entire CBID area; the other 50% is to be used to promote tourism in the Local Area from where the funds are collected (Section 3.09.080).

In accordance with the ordinance, the Board, at the recommendation of the CBID Advisory Board, on December 7, 2010, designates the local areas of the unincorporated business improvement district to be:

- Avila Beach
- Arroyo Grande unincorporated/San Luis Obispo unincorporated
- Cambria
- Cayucos
- Los Osos/Morro Bay unincorporated
- Nipomo/Oceano
- San Simeon

The Los Osos/Morro Bay (unincorporated) Local Advisory Board was formed on July 12, 2011 with the appointment of the initial three members. On January 31, 2012, the Advisory Board approved a motion to recommend that the Board of Supervisors approve the appointment of Maggie Juren and William Lee to the board. This action, if approved, will bring the Los Osos/Morro Bay (unincorporated) Local Advisory Board membership to five (5).

OTHER AGENCY INVOLVEMENT/IMPACT

Lodging businesses within the Los Osos/Morro Bay (unincorporated) designated local areas met to form and determine the organization of their advisory boards. The CBID Administrator worked with each local area in bringing forward these recommendations. The Clerk-Recorder's Office posted the Advisory Board's vacancies according to the government code referenced above.

FINANCIAL CONSIDERATIONS

None

RESULTS

This action begins the process of implementing the local area provisions of the County Business Improvement District ordinance. The County would not be establishing performance criteria for the local areas beyond the legal contractual obligations to expend the funds for identified purposes. It is assumed that the CBID Advisory Board will work with the local area advisory boards to develop measures that track the impact of the use of local area funds.

ATTACHMENTS

1. Local Area Advisory Board By-Laws - Article II
2. Maggie Juren and William Lee applications